



WOTV – Grand Rapids, MI

Issues Report

Fourth Quarter 2008

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

October – December 2008

PROGRAM

- 24 Hour News 8 Daybreak
- 24 Hour News 8 at 6:00
- 24 Hour News 8 at 7:00 A.M.
- 24 Hour News 8 at 6:00
- 24 Hour News 8 at 11:00
- 24 Hour News 8 11:00

DAY

Monday – Friday
Monday – Friday
Saturday and Sunday
Saturday and Sunday
Monday – Friday
Saturday and Sunday

TIME

5:00 - 7:00 A.M.
6:00 - 6:30 P.M.
7:00 – 8:00 A.M.
6:00 - 7:00 P.M.
11:00 - 11:35 P.M.
11:00 - 11:30 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

“Connecting with Community” is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at 6, Connecting with Community
Date Aired: Sunday, October 12, 2008
Length: 2:02
Summary: The Public Museum's exhibit "Who Dunnit?" features crime solving techniques used by experts in the area of police work, investigation, forensics, and pathology to walk kids and adults through a "real" crime scene. 24 Hour News 8 provided an "as live report" as part of this exhibit. School groups and individuals visited by the hundreds.

2. Program: 24 Hour News 8 at 6pm, Connecting With Community
Date Aired: Sunday, November 2, 2008
Length: 1:42
Summary: The Heart of West Michigan United Way is teaming up with Grand Rapids Public Schools to help kids learn to read with a program called "Schools of Hope." Their goal is to close the achievement gap between the highest and lowest performing school districts in Kent County.

3. Program: 24 Hour News 8 at 5pm
Date Aired: Tuesday, November 17 and Wednesday, December 17, 2008
Length: 2:00
Summary: Director of Engineering Mike Laemers shows viewers how to get answers to their questions about the digital conversion February 17. Many web resources are available at woodtv.com and Mike demonstrates how to hook up your converter box.

4. Program: 24 Hour News 8 at 6pm, Connecting with Community
Date Aired: Saturday, November 29
Length: 1:10
Summary: Open your mind with a free lecture at the Grand Rapids Community College Diversity Lecture Series. This month's speaker is Law and Order's B.D. Wong who focuses on the model minority myth. He shares his personal drama and follows the lecture with a book signing.

5. Program: 24 Hour News 8 at 5pm
Date Aired: Tuesday, December 2, 2008
Length: :30
Summary: Students from area elementary schools visited the Storm Team 8 Weather Experience today. They learned about severe weather and got weather safety tips from our meteorologists during a hands-on learning style presentation.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 at 11pm
Date Aired: November 6, 2008
Length: 1:03
Summary: Hope College staff and students are warned about an outbreak of suspected norovirus on campus. The outbreak shut the campus down for several days and spread to other communities.

2. Program: 24 Hour News 8 at 11pm
Date Aired: Monday, December 16, 2008
Length: 1:00
Summary: Students from an area elementary school visit the Van Andel Research Institute to present a check. The money is from proceeds of a book called 8 at 10pm "Kid's Cancer Stories", which talks about how their mother's battled cancer. The kids signed copies of their book and the money they raised will go to research to fight cancer.

3. Program: 24 Hour News 8 at 6pm
Date Aired: Thursday, December 11, 2008
Length: 1:45
Summary: Firefighters have been pushing for a bill that would cover certain types of cancer inherent to their job under Workman's Compensation. A firefighter with bladder cancer shares his journey and concern for his fellow firefighters.

4. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Monday, December 15, 2008
Length: 1:10
Summary: Winter is on its way and so is flu season. Over 20% of the population will get the flu this year, but Metro Health Hospital is trying to decrease the number with low-cost flu shots. No registration is needed, just stop by Huntington Bank near Metro off of M-6 for your vaccination.

Volunteer Efforts

Programs highlighting efforts of individual volunteers or volunteer organizations in hopes of encouraging more people to share their time and talents with those in need.

1. Program: 24 Hour News 8 at 6pm, Connecting with Community
Date Aired: Sunday, October 19
Length: 2:02
Summary: Kids Food Basket is a non-profit organization that feeds more than 1,200 children each day. They provide "sack suppers" for hungry children who don't get a proper meal at home. They are looking for volunteers to help pack and deliver sack suppers to children Monday through Friday.

2. Program: 24 Hour News 8 at 6pm, Connecting with Community
Date Aired: Saturday, October 25, 2008
Length: 1:52
Summary: An anticipated 10, 000 people will be looking for warm winter coats for kids and adults at an organization that works with dozens of social service agencies in the greater Grand Rapids area. A drive to collect all sizes of new and gently used winter coats and clothing begins and will last all winter while the need persists.

3. Program: 24 Hour News 8 at 5 and 6pm
Date Aired: Monday, November 10, 2008
Length: 1:30
Summary: 50,000 toys and gifts is the goal of this year's WOOD TV8 Salvation Army Angel Tree Toy Drive. More than 400 businesses and organizations take part in collecting the gifts for families in need during the holiday season.

4. Program: 24 Hour News 8 at 6pm
Date Aired: Sunday, November 23, 2008
Length: 1:17
Summary: Our cameras captured video of nearly empty shelves at God's Kitchen an organization that feeds hundreds of people each day at their facility and through their meals on wheels program. The area's largest food bank supplier, Second Harvest Gleaners says food costs are at an 18-year high and demand is up by as much as 50% this year. Volunteers are asked to contribute time, financial gifts and food goods to help.

5. Program: 24 Hour News 8 at 6pm, Connecting with Community
Date Aired: Saturday, December 13, 2008
Length: 1:22
Summary: The American Red Cross makes a one-day pitch for donations to make their goals to support the National Disaster Relief Fund. On line, phone and local links are provided to viewers who want to help.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 Daybreak, Connecting with Community
Date Aired: Friday, October 3, 2008
Length: :21
Summary: A free safety day for kids takes place with the Grandville Fire Dept. Kids will get Safety ID's including FBI digital fingerprinting and photos.

2. Program: 24 Hour News 8 at 6pm
Date Aired: Tuesday, October 14, 2008
Length: 1:25
Summary: A tree worker is hit during his work cutting down trees by a driver who tried to swerve to avoid him. The accident happened not long after two new Michigan laws enforced stiffer penalties for safety violations on the road involving workers.

3. Program: 24 Hour News 8 at 11pm
Date Aired: Friday, October 24, 2008
Length: 2:00
Summary: A major highway constructed seven years ago rates a "4" on a scale of 1-10 with 10 being the highest in gauging road safety and conditions. 24 Hour News 8 finds out what area drivers can expect to happen next.

4. Program: 24 Hour News 8 at 6pm, Connecting with Community
Date Aired: Saturday, December 13, 2008
Length: 1:45
Summary: Safe Kids Greater Grand Rapids demonstrates with a toddler how to keep your kids safe and warm in their car seats this winter. Kids should be buckled in snugly with their big winter coats off whenever possible to ensure the safest ride. Connections to safety inspection stations are at woodtv.com.

THIRD QUARTER
COMMUNITY TELEVISION REPORT – WOOD TV8
OCTOBER – DECEMBER 2008

Storm Team 8 Weather Experience – October through December 2008

Two or three times weekly, local elementary school children visit the WOOD TV8 studio for the Storm Team 8 Weather Experience. Based on a 3rd grade curriculum, this program looks at the weather we encounter here in Michigan and teaches kids weather safety tips. Each school's visit is documented and then video from their visit airs in our evening newscasts.

WOOD TV Salvation Army Angel Tree – November & December 2008

In an effort to bring joy to low income children in West Michigan during the holiday season, WOOD TV8 partnered with the Salvation Army to present, "Angel Tree." This campaign running November 10-December 22 encouraged West Michigan families to donate toys for children in need. More than 425 businesses and organizations joined the effort to collect toys through our call to action and thousands of toys and gifts were distributed to children and teens in 14 counties.